

A Big Week of Big Bargains in America's Most Popular Floor-Covering—October 2nd to 7th

Gold-Seal CONGOLEUM WEEK—

Begins Tomorrow!

A Six-Day Sale of
America's Most Popular Floor-Covering



"Jack was so pleased; even now he can hardly believe that such an attractive rug cost so little!"

THROUGH a special arrangement made with thousands of stores located in practically every city and town in the United States you can buy, all this week, genuine, guaranteed *Gold-Seal* Congoleum Rugs and Floor-Covering at greatly reduced prices. The sale comes at the most opportune time of all the year—right in the midst of the Fall cleaning and house-furnishing season.

The chief purpose of this great Congoleum Week Sale is to enable those women who have not yet used Congoleum to prove for themselves, at very small expense, the money-saving, labor-saving economy of this modern, sanitary floor-covering.

But, at the same time, it offers all Congoleum users a rare opportunity to make additional purchases at bargain prices.

The Stores That Will Save You Money

All the stores listed at the bottom of this page and many others throughout the city and vicinity, have joined in this nation-wide drive for brighter homes and lighter housework. All of them will sell genuine *Gold-Seal* Congoleum at the money-saving prices quoted here. All this week they will devote large floor space to this popular floor-covering and will provide extra salespeople to insure prompt service to customers during the busy days of the sale.

Genuine, Guaranteed, Gold-Seal Congoleum

All the *Gold-Seal* Congoleum offered in this sale is fresh new goods, just received from the factory. All the new popular patterns are included—the identical

Note These Low Prices

6 x 9 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only.....	\$7.25
Nationally Advertised Price—	\$8.10
7½ x 9 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only.....	\$9.10
Nationally Advertised Price—	\$10.10
9 x 9 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only.....	\$10.90
Nationally Advertised Price—	\$12.15
9 x 10½ ft. Genuine GOLD-SEAL CONGOLEUM RUG—only.....	\$12.70
Nationally Advertised Price—	\$14.15
9 x 12 ft. Genuine GOLD-SEAL CONGOLEUM RUG—only.....	\$14.50
Nationally Advertised Price—	\$16.20
Other sizes ranging down to the 1½ x 3 ft. Rugs.....	39c

Gold-Seal Congoleum By-the-Yard, only 59c per square yard, 2 yards and 3 yards wide. Nationally Advertised Price 75c

No factory left-overs or "seconds," but fresh new designs of rare charm and beauty. Every one in perfect condition, just received from the factory.

If you have not yet used Congoleum, read the following list of its advantages. Then you will understand why it is America's most popular floor-covering—why it is used today in millions of homes all over the land:

Beautiful, harmonious patterns. Congoleum patterns are the most artistic you can possibly imagine. There are simple tile and woodblock patterns for kitchen and bathroom—elaborate floral effects for bedroom, dining-room, and living-room.

Easy to clean. No tiresome sweeping or beating is necessary. A damp cloth removes every speck of dust and dirt in a jiffy.

Waterproof and Greaseproof. The firm, sanitary surface is waterproof and rot-proof. Nothing harms it.

No Fastening Required. Congoleum lies flat on the floor. It will not curl or "kick up" at edges or corners. No tacks, nails, or cement are needed to hold it in place.

Economical. Low cost and long wear make *Gold-Seal* Congoleum the most economical floor-covering it is possible to buy. At regular prices it is a real bargain. At the low prices prevailing all this week it represents unprecedented value.

This Opportunity is Limited

This great *Gold-Seal* Congoleum Week Sale is a money-saving opportunity you can't afford to miss. Right now, while the assortments of sizes and patterns are complete is the time for you to take advantage of this special offer.

Don't forget that these bargain prices are effective **THIS WEEK ONLY**. Regular prices will be restored when *Gold-Seal* Congoleum Week ends next Saturday night.

BLOOMINGDALE BROTHERS H. C. F. KOCH & CO.

AMSTERDAM
Holzheimer & Shaul
PLATTSBURGH
The Scharon Store
Jay Freeman
BINGHAMTON
Fair Store
ELMIRA
S. F. Izards Company, Inc.
Walsh & Reagan
Barker Rose & Clinton
George W. Peck Company
ITHACA
Treman King & Co.
Rothschild Brothers
NORWICH
Chapman Turner Company
ONEONTA
Oneonta Department Store
HORNING
Cain-Bernkopf
G. W. Peck Company
HORNELL
Tuttle Rockwell Company, Inc.
WELLSVILLE
Rockwell Company
SYRACUSE
Hunter Tuppen & Co.
E. W. Edwards & Son
Chappel-Dyer Company
Markson Brothers
The Zeigler Company
AUBURN
R. H. Waite Company

EDWARD CALLAN

New Jersey Furniture Company, 236 Newark Avenue
HOBOKEN
Frank Cordt's Furniture Company, 130 Washington St.
ELIZABETH
Goerke-Kirch Company, 102 Broad Street
McManus Brothers, 1152 East Jersey Street
Green Furniture Company, 77 Broad Street
Miron & Lifson, 165 First St. and Harrison
Jacobs Brothers, 205 Harrison
BAYONNE
Harry Rosenberg, 525 B'way
PATERSON
John Donohue & Sons
Van Dyk Furniture Company
PASSAIC
Gang & Gang, Inc.
A. Rafner & Sons
HACKENSACK
H. Plager & Sons
NEW BRUNSWICK
Nathan's, Inc.
PERTH AMBOY
Stern & Co.
PLAINFIELD
Whitney Carpet Company
Miron & Lifson
WESTWOOD
Westwood Furniture Company

JOHN WANAMAKER (Downstairs Store) ROTHENBERG'S

WEST SIDE
L. Fischler, 722 10th Avenue
L. Wertheimer Dept. Store, Inc., 181st Street & Wadsworth Ave.
Louis Penzner, Inc., 369 West 125th St.
National Carpet & Rug Store, 143 West 125th St.
Adams-Senior Co., Inc., 220 W. 125th St.
Spear & Co., West 34th St.
Spear & Co., 16th St. & 6th Ave.
A. Halpern, 2497 Eighth Avenue
A. Fischer, 814 Columbus Avenue
S. Bauman & Co., 46th St. & 8th Ave.
A. Alpert, 686 Ninth Avenue
BRONX
Stoller & Company, 2769 Third Avenue
Francis Rogers & Son, 2689 Third Ave.
J. Maurer, 2985 Third Avenue
A. Koslin, 517 East 138th Street
William Meltcher, 3300 Third Avenue
B. Fruchtmann, 4115 Third Avenue
B. Fruchtmann, 3406 Third Avenue
Morris Stoller, 3291 Third Avenue
Fenichel & Goldstein, 4223 Third Ave.
M. Zimmerman, 1498 Southern Blvd.
I. Lifkin, 595 East 180th Street
Fiser & Co., 150th St. & 3rd Avenue
Greenburg Brothers, 3802 Third Avenue
Glasner Furn. & Carpet Co., 3251 Third Avenue
EAST SIDE
A. Finkenberg's Sons, 124th Street & Third Avenue
Stoller & Company, 2139 Third Ave.
H. Stein & Son, 1847 Third Avenue
Home Furniture Co., 2287 3rd Avenue
S. Steinberg, 183 East 124th Street
M. Salant, 1666 Third Avenue

Samuel Keller, 198 Canal Street
National Carpet & Rug Store, 262 Canal Street
United Carpet & Rug Mills, 42 Ave. A
Fischer Carpet & Oilcloth Company, 146 Essex Street
Barnett Wolff, 9½ Essex Street
John Capek & Brother, 1539 First Ave.
L. Ougust, 13 Rutgers Street

YONKERS
Empire State Furniture Company
Joseph Kohn
Marshall Matheson
Proctor Furniture Company
Ekonomo Paint Store
A. Strauss
L. Schoen
M. & F. Furniture Company, 40 Riverdale Avenue
Globe Carpet Company, 20 Palisade Ave.
BROOKLYN
H. Batterman & Company
Frederick Looser & Company
A. J. Namm & Son
J. D. Wilson & Sons
Abraham & Straus
Edward Beards, 1050 Broadway
S. Berzow, 123 Grand Avenue
D. Chassler, 1536 & 1677 Broadway
G. Fried & Sons, 820 Broadway
Liberty Carpet Co., 2392 Myrtle Ave.
Liberty Carpet Co., 8822 Jamaica Ave.
Samuel Miller, 784 Broadway
National Carpet & Rug Stores, 396 Knickerbocker Avenue
National Carpet & Rug Stores, 627 Fulton Street
Samuel Raphael, 446 Sutter Avenue
Reliable Carpet Company, 698 Broadway
A. Taube, 501 Grand Street

A. Taube, 2380 Myrtle Avenue
J. Weisman, 52 Graham Avenue
Charles J. Weiser, 3104 Fulton Street
Blairs Furniture Store, 5119 8th Ave.
Blairs Furniture Store, Atlantic Avenue and Smith Street
Cohn Brothers Furniture Co., Inc., 534 Fifth Avenue
Goldenberg Brothers, 125 Fifth Avenue
Goldenberg Bros., 4918 Third Avenue
Goldenberg Bros., 5019 Fifth Avenue
Michaels & Co., 609 Fifth Avenue
Michaels & Co., 639 Broadway
J. Michaels, 182 Smith Street
J. Michaels, 1065 Broadway
Michaels Bros., 71 Smith Street
Michaels Bros., 5th Ave. & 9th St.
National Carpet and Rug Stores, 8 Third Avenue
National Carpet and Rug Stores, Columbia Street
L. Risokoff, 4402 Thirteenth Avenue
Mayer's Dept. Store, 1717 Broadway
STATEN ISLAND
Richmond Furniture Company, 2091 Richmond Terrace
T. Irving Simonson, 2065 Richmond Terrace
ASTORIA
L. Galley
S. Bauman
J. Bogin & Son
CONY ISLAND
Whitman's, 447 Neptune Ave.
LONG ISLAND
Grassman & Kirache, 417 Fulton Street, Jamaica
Irving Risenburger, 27 and 38 Main Street, Flushing

JAMES McCREERY & CO. ADAMS-FLANIGAN

S. Bauman, Freeport
A. L. Nebenzahl, Far Rockaway
Jacob Meyer & Son, Riverhead
Louis Jaeger & Son, Greenport
WESTCHESTER COUNTY
Mount Vernon Furniture Company, Mount Vernon
The Fair, Mount Vernon
Greely & Lovejoy, New Rochelle
John C. Bell, New Rochelle
George Ferguson Company, New Rochelle
L. Block's Sons, New Rochelle
J. H. McArdle, Mamaroneck
Main Department Store, Mamaroneck
Harrison Hardware and House Furnishings, Harrison
Gabriel Stonebly, Harrison
Samuel Mulwitz, Portchester
Joseph Tumick, Portchester
White Plains Furniture Company, White Plains
Genung, McArdle & Leeney, White Plains
Berger's Department Store, Peekskill
H. A. Smith, Peekskill
J. B. Cohen, Peekskill
Griffin S. Hilliker, Ossining
A. L. Meyers, Ossining
S. C. Kipp & Son, Ossining
Cartoon Furniture Company, Tarrytown
NEW YORK STATE
NEWBURGH
Burgers Furniture Store